



# Crystal Display Systems Limited

[www.crystal-display.com](http://www.crystal-display.com)

## Company Overview

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# Who is Crystal Displays and what do we do?

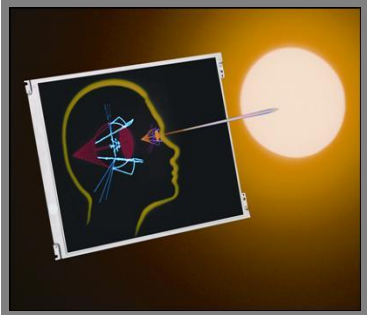
CDS



➤ **Crystal Displays was founded in 2010 and is already a leading U.K. Designer, and Value Added Reseller, and Distributor of Flat panel display solutions. Our management has many years of displays experience and adding value to our clients business.**



➤ **Strategically located near to London in the vibrant South East of England with easy access to mainland Europe.**



➤ **Crystal Displays services include customized display kits, LCD brightness / readability enhancements and display sub system assembly. Additionally we provide our Crystal valued clients and partners the option of our JIT delivery program, complete after sales technical support and repair services.**



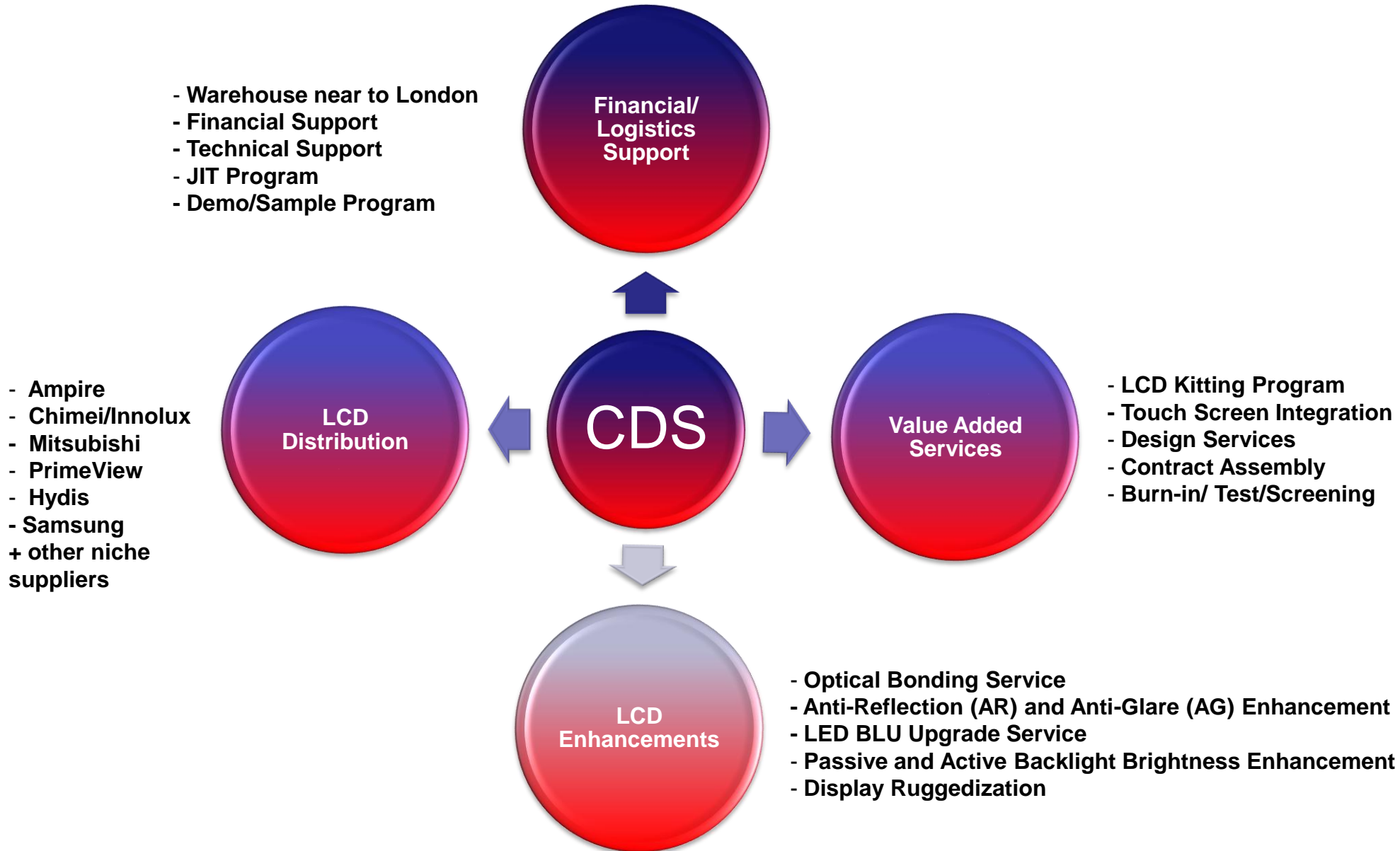
➤ **Additional capabilities/services include:**

- Design consultation
- Demo/Sample program
- Extended warranty program
- Optical bonding services
- Touch screen integration

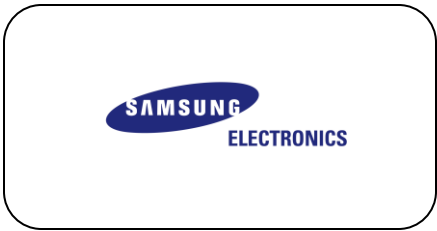


# Crystal Display Systems Business Structure

CDS



# LCD Distribution



**CHIMEI INNOLUX**

The 3<sup>rd</sup> largest LCD manufacturer worldwide

**AMPIRE**

Small to Medium low cost high quality LCD manufacturer

**Prime View Group**

No. 1 EPD [E-book Display] mfg. Leading mfg. in handheld to medium TFTs. (wide view tech.)

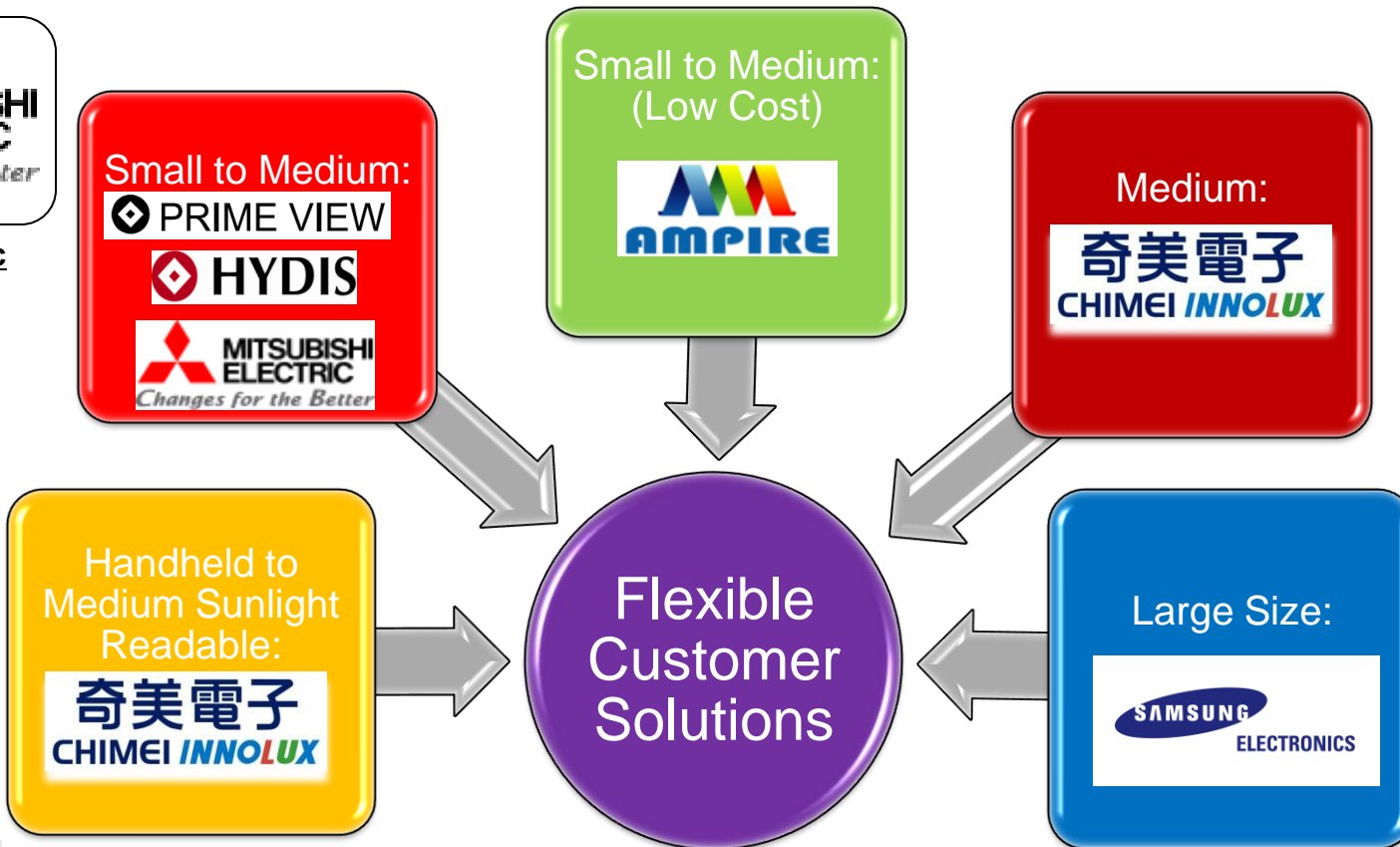
**Samsung Electronics**

No. 1 large TFT manufacturer worldwide, TV, Digital Signage



**Mitsubishi Electric**

Small to medium high quality industrial LCD manufacturer



- Crystal Displays has been successfully provides products and services to Aviation, Industrial, Medical, Military and retail customers.

## Potential Applications & examples of panel placement

- Aviation/Military Segment**

- Source: **CMO/PrimeView/HYDIS/Mitsubishi**
- Support Area: AMLCD Cells for Cockpit, Control center and Vehicle cabin



- Medical Segment**

- Source: **CMO/PrimeView/Mitsubishi/Ampire**
- Support Area: Medical display equipment



- Automotive/Marine/Industrial Segment**

- Source: **CMO/PrimeView/Mitsubishi**
- Support Area: Mobile control displays, Marine navigation/controls, Industrial measurement/controls



# Wide range of Products and capabilities



Smart panels and TFT LCDs



Transparent LCDs

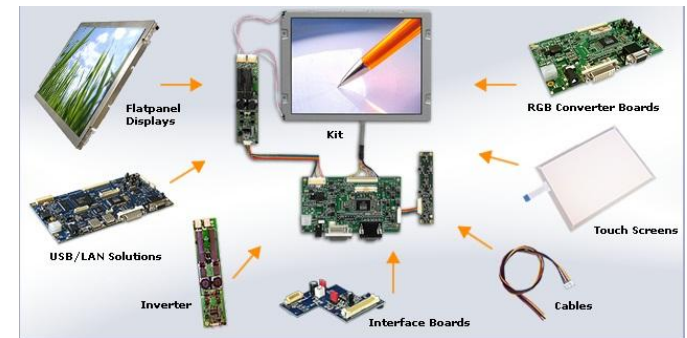
## Many Digital Signage platforms



## Open Frame TFT LCD Chassis



## Standard and Custom TFT LCD kits



# Full range of touchscreen technologies



Analog resistive Touch Screens are especially suitable for cost sensitive, compact applications. 4 and 5 wire available.

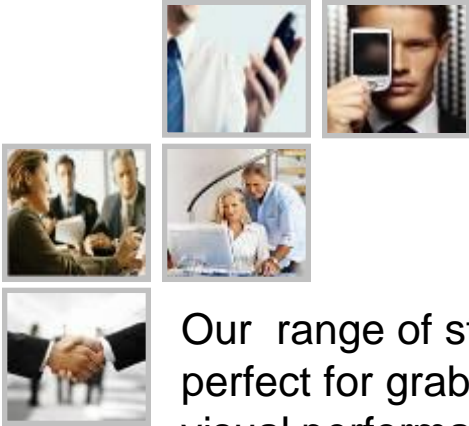
Capacitive Touch Screens are resistant and suitable for outdoor and publicly accessible applications. IR Infrared and SAW (Surface Acoustic Wave) technologies especially for hazardous environments, and IR for large sizes or applications without glass. IR and SAW Multi Touch products available.

Touch Controllers are connecting the Touch Screens with an RS232 or USB interface over which they are connected to a computer. The touch sensitivity and other features can be set with the driver software.

Projected Capacitive for ruggedised and specific applications.



## “Ultra wide stretched displays”



Our range of stretched monitors, also known as BAR displays offer an ultra wide aspect ratio is perfect for grabbing your audiences attention, and the high brightness display gives perfect visual performance in a wide variety of applications.

So far they have been used in a wide variety of applications including Bars, Casino's and elevators. The monitors are assembled with full industrial grade components to ensure the highest standards of reliability are met.

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## Full range of interface card solutions



### Product

### Overview

#### [N-series](#)

Cost effective board, designed for panels up to 15" diagonal. RGB and video input.

#### [G-series](#)

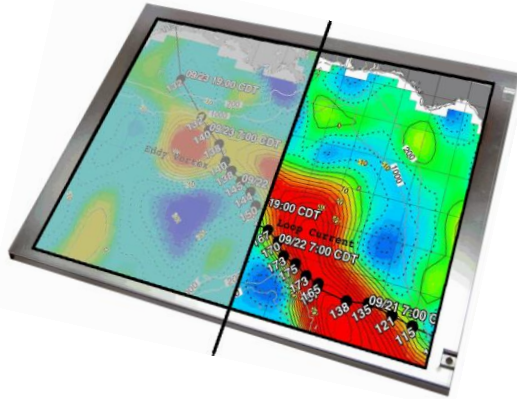
Similar to the M-Series but only drives up to WSXGA / UXGA. RGB and DVI input.

#### [M-series](#)

Fully loaded, capable of full HD with a range of inputs, including HDMI and component video

#### [USB Controller](#)

We now have a wide range of USB controllers to suit your needs.



This can be achieved through Anti-Reflection Enhancement Film, AR glass top layer or full optically bonded display. This is currently available up to 46" but please ask for latest information – for more information please email: [bartram@crystal-display.com](mailto:bartram@crystal-display.com)

## Some of the benefits of optical bonding

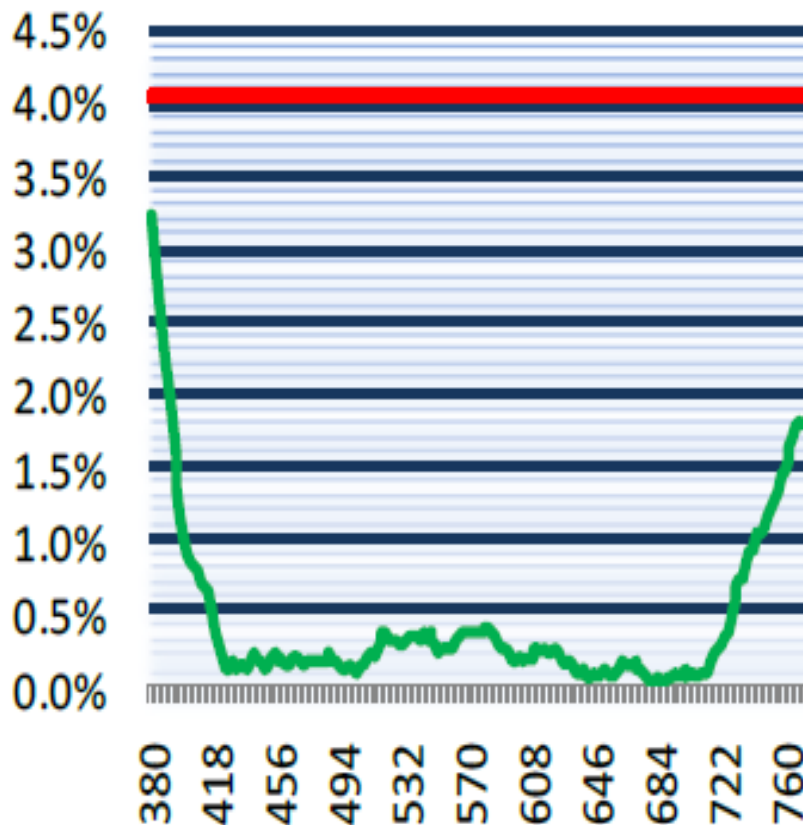
- ✓ Increased ruggedness: Bonding a sheet of glass on top of the display increases the ruggedness of the display.
- ✓ Optimum visuals in bright ambient light
- ✓ Improved durability: A bonded display is better able to resist scratches, fluids, stains and dirt.
- ✓ Condensation: The elimination of an air gap between the cover glass and the display means that moisture cannot penetrate and cause fogging on display's surface.
- ✓ Extended temperature range and EMI filtering: The temperature range of the display can be extended by incorporating ITO heaters on the cover glass; EMI filters can be added via the same mechanism.



The facts and advantages speak for themselves on optical bonding

- Reflected Brightness Less Than 0.6%  
Average from 380nm to 780nm
- Hydrophobic Coating resists fingerprints and even ink.
- Highly durable - Resists scratching during normal use and cleaning.
- Chemical resistant.
- Available in Large Format 500mm x 1000mm sheets

Front Surface Reflection



- BaseLine
- HEA\_Coating

- ✓ **New Crystal website is officially launched including individual focus sections for all IDS partners and value added services**
- ✓ **Specification downloads, RFQ and info requesting services online**
- ✓ **Keyword search optimization for better web search result**
- ✓ **Membership to Google Ad-Words program**
- ✓ **Effective use of social media to help raise profile, highlight new products and improve Google ranking**
- ✓ **Regular digital product update Newsletter automatically linked to LinkedIn and Twitter.**
- ✓ **Online website sample purchasing-coming soon**

Please visit us on the web at: [www.crystal-display.com](http://www.crystal-display.com)

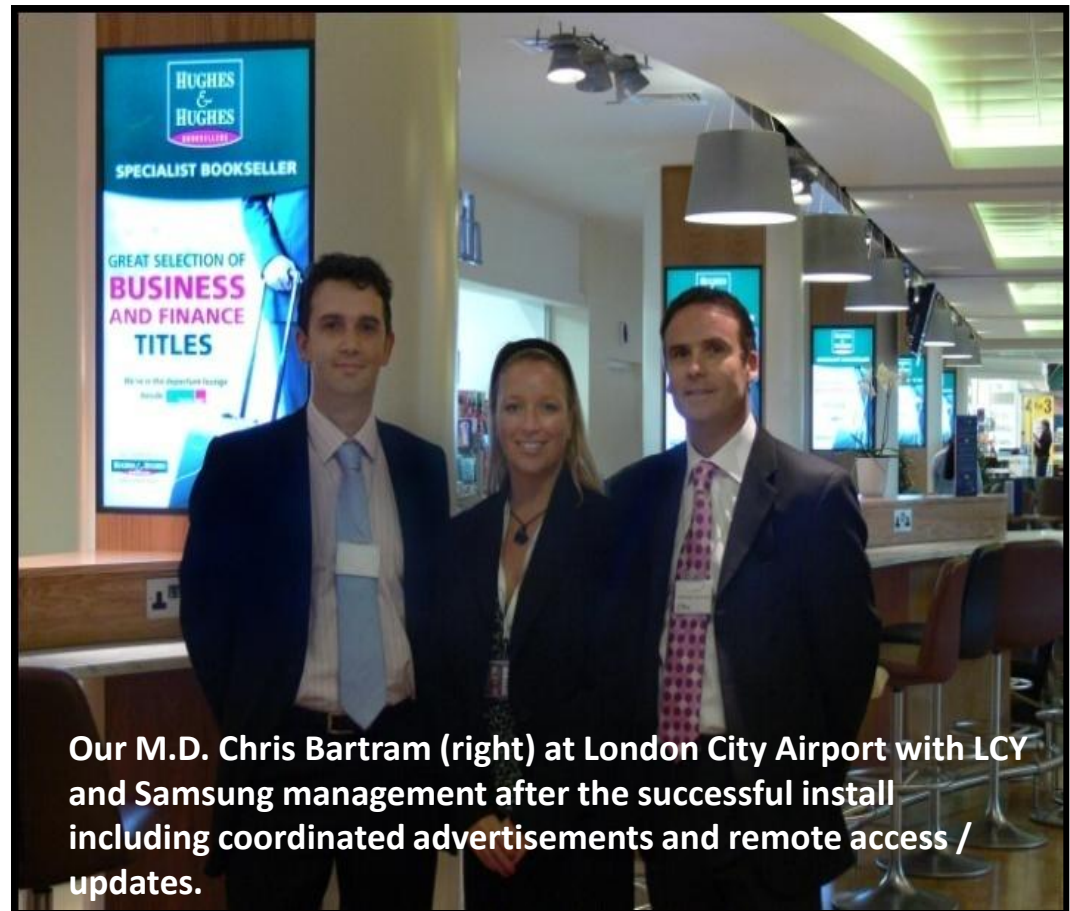
Anyone can supply product but we offer a full personal consultation, design and installation service, where required, backed up by the experience of many designs and projects so YOU receive the best solution for YOUR project. Your success is our success.

**For more information please contact:**  
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Our M.D. Chris Bartram (right) at London City Airport with LCY and Samsung management after the successful install including coordinated advertisements and remote access / updates.